Revised: June 2021

HELLO KITTY

52 x 11'

New TV Series Concept



Whatever the problem,
Hello Kitty can become the hero her friends need!

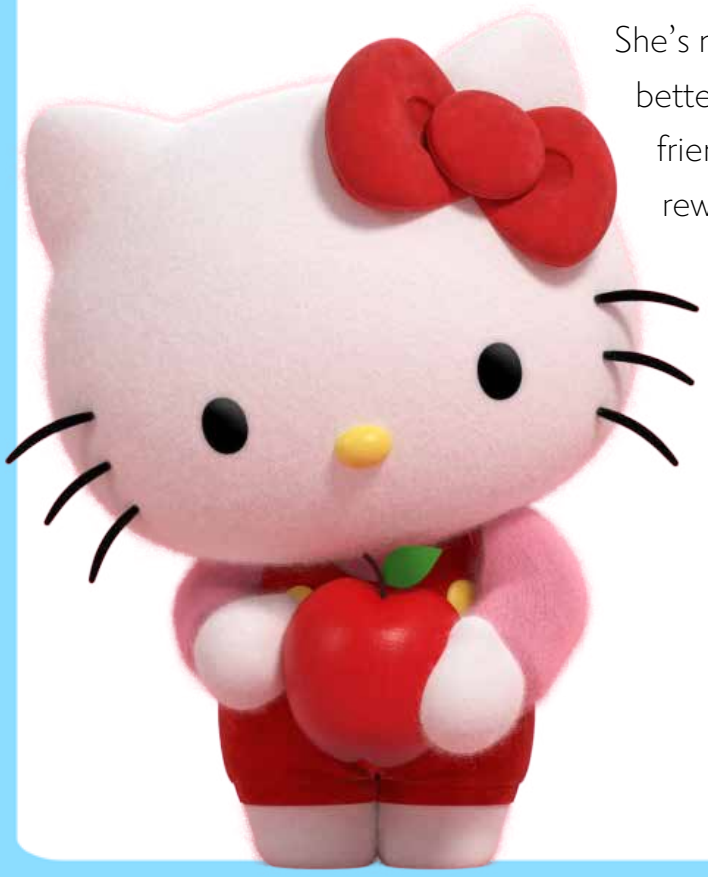


Synopsis

You know her bow. You love her hugs. You've seen her sweet face on everything from T-shirts to stickers to even an airplane! She's one of the world's most beloved and recognizable cartoon characters based on simple acts of kindness. And now she's back for bold, new adventures with her best, new besties and brand new costumes! So say "Hello" to: Hello Kitty (title here).

In this quirky, action-packed new series, Kitty stars as the friendliest face in Cherry Town – a kind-hearted character who will stop at nothing to help a friend in need and get them smiling. In this new series, Kitty not only helps her friends but does it with bow power! Kitty's bow wiggles, glitters and glows when a friend is in need, and Kitty activates an amazing transformation, changing her costume to be a brave explorer, a cunning detective, a top-notch chef, high jumping athlete or sensational pop star – any of a number of personas to face the challenges ahead. While they don't grant her super powers, Kitty's spiffy new looks highlight her confidence and determination to help her friends overcome silly setbacks, friendly rivals, emotional roadblocks, and engage in outrageous daring-do with style!

Kitty (with her best squirrel-friend and sidekick Haroshee) doesn't just guide a glum chum back to happiness, she takes charge of their adventure toward joy with her trademark blend of spunk, kind spirit, and determination. When an especially shy friend is feeling unheard and unseen, Pop Star Kitty is there to share her spotlight and help them find their voice. When her competitive pal is scared to lose, only Athlete Kitty can make her feel like a winner again. And when her friend's daring expedition takes a wrong turn, Explorer Kitty is there to guide them to a real treasure – friendship! (Well, friendship and a crown).



She's not an expert or a know-it-all. She can't wave a magic wand and make everything better. But with her dynamic, go-getter positivity, Kitty has a knack for turning her friends' emotional journeys into literal adventures, complete with big stakes and rich rewards.

Positive Attitude



Kitty sets the positive attitude for this small town full of big adventure. The optimism is palpable, the desire for adventure, undeniable. Kitty meets every obstacle, small, big, or gi-humungo-normous (and believe us, they get gi-humungo-normous) with an uncanny ability to know deep in her bow that everything will work out great. Not just great, abso-toot-ally spectacularly. (Even if she's the only person who feels that way in the moment.)

The show mimics a kind of kid game-play in everything from Kitty's transformations, to the focus on friendship, to the confidence that if you just keep going it will all work out. Similar to how kids will don a costume and jump into play-action to save the day, Kitty emits a playfulness in how she walks through the world, or, at least through Cherry Town.

Friendships are always at the core. The right outfit is all you need. Everything is an adventure. Every day can be saved. Every lesson will be learned. And all is takes is the right attitude and your fabu-awesome, magni-rrific, super-duper special bow.



Characters



Kitty's world is her friends – a charmingly oddball group of characters with signature quirks, strengths, and weaknesses. Just like Kitty, they have adorable designs and loveable personalities. While they're not technically children, the characters in Hello Kitty do have relatable, childlike qualities. They're curious, they're exploring their world, and they are frequently confronted with new experiences and new challenges.

Hello Kitty (Kindness/Positivity/Confidence)



Hello Kitty (or Kitty, for short) is a confident and outgoing friend. She has a glittery cheerfulness and overflowing optimism. Her glass isn't just half-full. It's half-full of something fabulously fizzy. And there are at least two straws.

Kitty values her friendships more than anything; and that's what people love about her most. She holds zero judgment toward what got her friend down in the dumps or into his or her predicament in the first place; she's just there to help in any way she can. (Plus Kitty's never seen a frown she can't fix. People love that about her, too.)



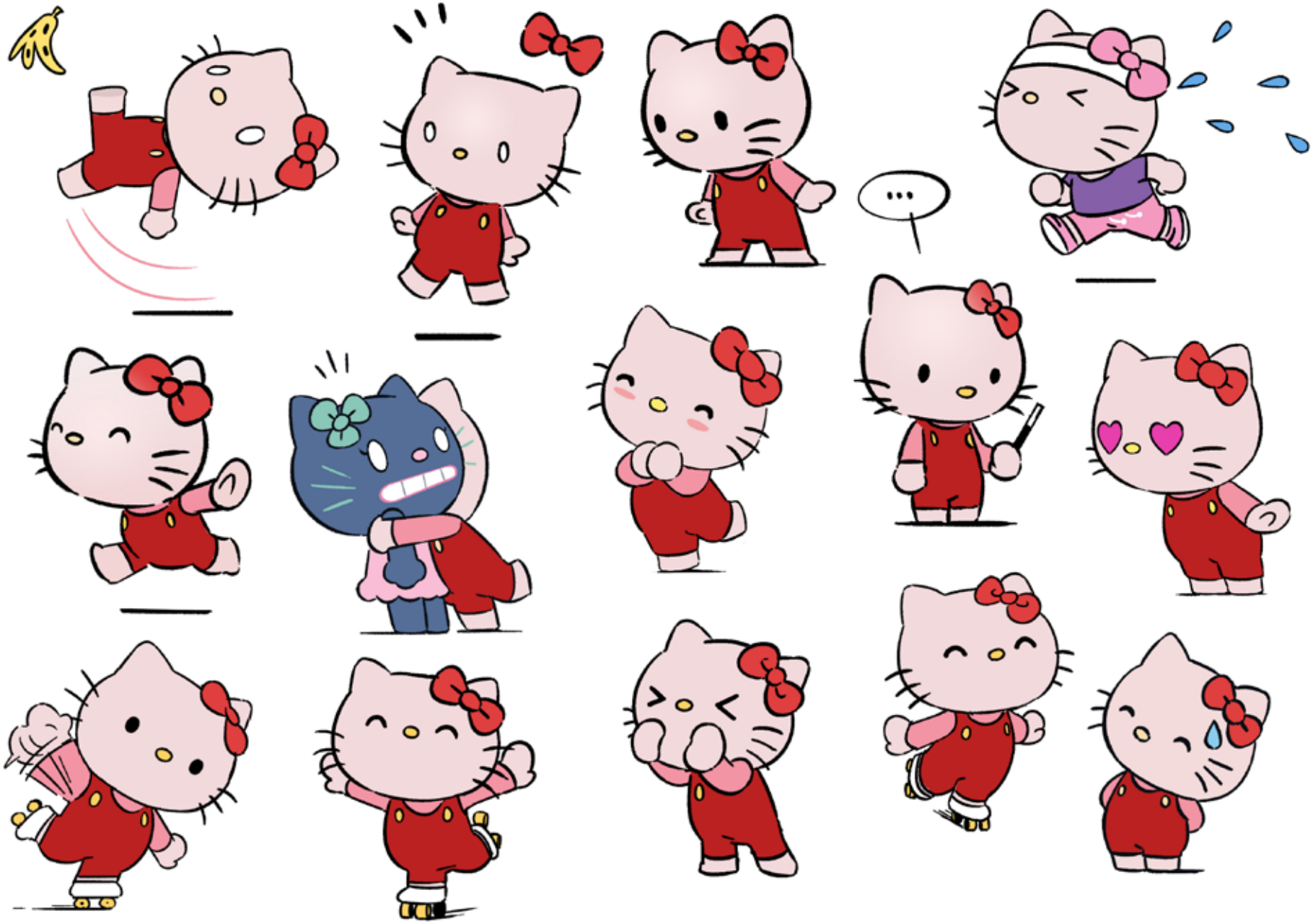
But what makes Kitty particularly special is how she helps when her friends are having a really rough time. She can transform herself to adopt a fresh look and persona. Whether it's an athlete, explorer, chef, or even a mermaid, Kitty has the ability to be exactly who her friends need to face any challenge. To activate her transformation, Kitty simply touches her bow and sings a rhyme like: "Here to help you find your smile! Same best friend, brand new style! I'm center stage with a catchy ditty. So sing along with Pop Star Kitty!"

Then the colourful sparkles and pops of glitter do the rest. Next thing you know – she's an all new Kitty, ready to take on whatever comes next.

Kitty meets each challenge with an unyielding desire to bring playfulness into every situation. Why would Detective Kitty simply retrace her steps when she can retrace her steps while walking backwards? Why would Construction Kitty build simply stairs to get down when she could build a slide or rope swing? You got it; she wouldn't! It's about using her new persona to help bring joy and play into even the most stressful of situations.

However, just because she looks the part, Kitty doesn't automatically have all the answers. She still has to rely on her patience and courage to keep trying until she figures things out. She'll stumble. She'll fall. She'll get a little messy. But she'll always get back up.

She's a hero who's still growing and learning, even when she's helping someone else. And by the end of every adventure, Kitty will surprise herself by how much she can accomplish with enthusiasm, tenacity, and just a little sparkle. (Ok, a lot of sparkle.)

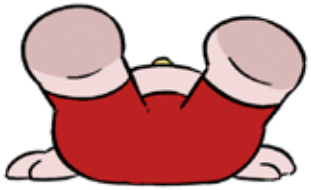










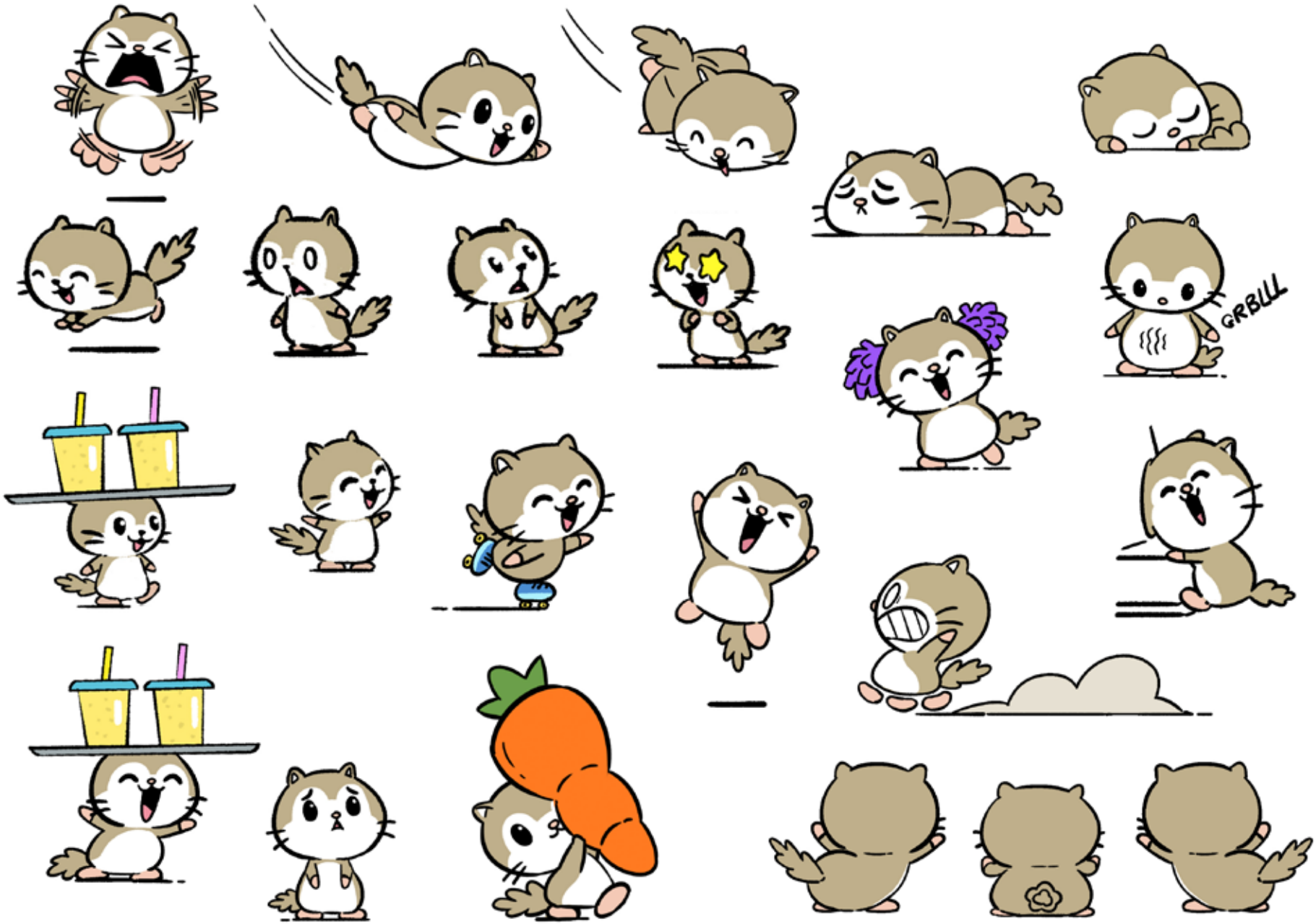



Haroshee (Loyalty/Fiesty)

Kitty may have a lot of friends in Cherry Town, but there's one pal in particular that never leaves her side: Haroshee! This adorable flying squirrel can often be found scurrying and whooshing along wherever Kitty goes. Her loyal sidekick, Haroshee is happy to let Kitty take the lead in their adventures. But that's not to say he doesn't get involved – he's far too curious and busy to just hang back. So while Kitty takes on the bigger moments in an adventure, Haroshee tends to play on the sidelines. On some occasions, Haroshee can actually save the day with his quirky attention to detail – providing something important the other characters overlooked at just the right moment. He is always willing to help put Kitty's plans into action.

While Haroshee doesn't technically speak, his unique language of chirps and squeaks gets his point across just fine. He chirps happily for hugs, for collecting colourful pebbles, and when pointing out the missing link needed to save the day. But when he detects even a whiff of unfairness – or worse, when he feels he is being ignored! - you're in for a string of agitated little squeaks. It's a big personality for such a little guy, but Kitty loves him all the more for it!




GRBLLL

Pinky (Impulsive/Extra)

Pinky is Kitty's most extroverted friend. Daring and cheeky, Pinky can't resist trying out activities for which she has no experience whatsoever. As a result, she often finds herself in way over her head. Sometimes, her overzealous spirit can get others in trouble too. She has a tendency to make promises on behalf of her friends that they never agreed to, or push friends into accepting challenges they're not ready for. Pinky's mind runs a million miles a minute (as does her mouth).

Pinky loves hearing a good story almost as much as she loves telling one. That's why she's Cherry Town's reporter. The problem is she jumps to conclusions and she never listens to the story the whole way through before she is running off to retell it! Her column in The Cherry Town Times sure can cause a lot of confusion in Cherry Town. But Pinky doesn't really notice, because she's already off to doing the next thing or writing the next story (obliviously leaving her friends to clean up the mess).

Kitty appreciates her friend's spontaneity, even if the surprises sometimes get the better of her.



Rio (Reason/Reserved)

Rio is Kitty's shy, thoughtful friend. In small groups, he's perfectly sociable. They're the perfect size for his favourite games. Which, as it turns out, are all the games. Board games, card games, puzzle games, computer games... you name it, he plays it. In small, trusted circles, he'll even share his beautiful singing voice. But for some reason, his comfort doesn't grow with the crowd size. Big groups just aren't his cup of tea. For Rio, the only thing worse than being in the middle of a crowd is standing on a stage in front of a crowd.

Rio lives with Pinky in an 'opposites attract' kind of relationship. They are best friends. She is the Oscar to his Felix, the Ernie to his Bert. If she's happy to be in the spotlight, then he's the one who's happy to operate it. Rio is prone to fear and gullible to Pinky's stories. On a camping trip when Pinky tells the group a sweet tooth monster stole their marshmallows Rio wants to go home as his first response.

But being unseen sometimes has its drawbacks. (He and Haroshee totally relate on this note.) Sometimes people forget you are there or forget to take your feelings and opinions into consideration.

That's one of the reasons he was more than happy to become a photographer. It gets him more in the mix of what's going down in Cherry Town, and lets him share his observations and opinions through his art. Most of the time, he works on Pinky's column in The Cherry Town Times – which is great fun. That is, until someone comes to him seeking photographic evidence of a story Pinky is reporting, because, too often, the truth he captured on film maaaaay be a tad different than the story Pinky wrote. And he really doesn't enjoy confrontation of any kind whatsoever.



Rio can struggle to be assertive. Sometimes he knows the best solution, but is too afraid to speak up. He is also easily persuaded to do things he doesn't really want to do. Deep down, he would like to be a little more confident. Who knows – maybe one day, with Kitty's help, he just might be brave enough to stand up in front of a crowd and sing!

Frido (Jealousy)

While Kitty has a lot of friends, her relationship with Frido is a bit more complicated. Frido is extremely self-centered and wants what she wants when she wants it. Frido sees Kitty as a rival – someone who is always achieving and succeeding at the things Frido wants.

Though truth be told, most of the time Frido doesn't know what she wants until she sees what Kitty's up to. Frido is a copycat; always watching what others are doing (especially Kitty), and trying to work out how she can do it better. But doing things "better" does not include Frido focusing, working hard and trying to better herself. Oh no, Frido looks for the easy (and quickest) way out. She never really puts effort into any of her interests she wants to excel in (unless cheating counts as effort, because – hoo-boy! – she goes overtime for that).

Frido steals ideas just to claim she had them first. She sabotages others to make herself look better. And she's never seen a corner she can't cut. But even with her poor behaviour and regrettable choices, Frido isn't entirely unlikeable.

Her self-centeredness (which she would call self-confidence) is so over the top, it's kind of hilarious. Frido loves her bestest friend, Zonty and works along side him at the Cherry Town Fix-It Shoppe. Although she mostly makes demands and has Zonty do all the work. Through Zonty, we see Frido's soft spot and her ability to love someone more than herself! We also see her excited, creative side when she and Zonty get into hyper tizzy over building a machine bigger, better and more revved up than ever before! Zonty is the mastermind of the fantastical pieces of technological trickery and attribute to Frido's silly and over-the-top cheats. Thanks to Zonty, Frido has access to shrink rays, electronic rollerskates, magic grow zappers. Her schemes are more petty and childish and they always come with ample slapstick comeuppance.



Though Frido often catches Kitty and the others off guard with her antics, no one is all that surprised by Frido's behaviour. It's just who she is. So while she may create a lot of conflict, Kitty and her friends (and the home audience) have a genuine soft spot for this rascally rival.



Zonty (Ingenuity)

Zonty is Frido's inventive warthog sidekick. He lives with Frido and spends most of his time creating quirky scifi gadgets (that she might use for cheating – which somehow always catches him off-guard). Zonty is a tad slow on the uptake and his moral compass runs behind schedule. He is often going full-steam ahead with a plan he's crafting with Frido, only to realize too late that his genius has been somewhat taken advantage of.

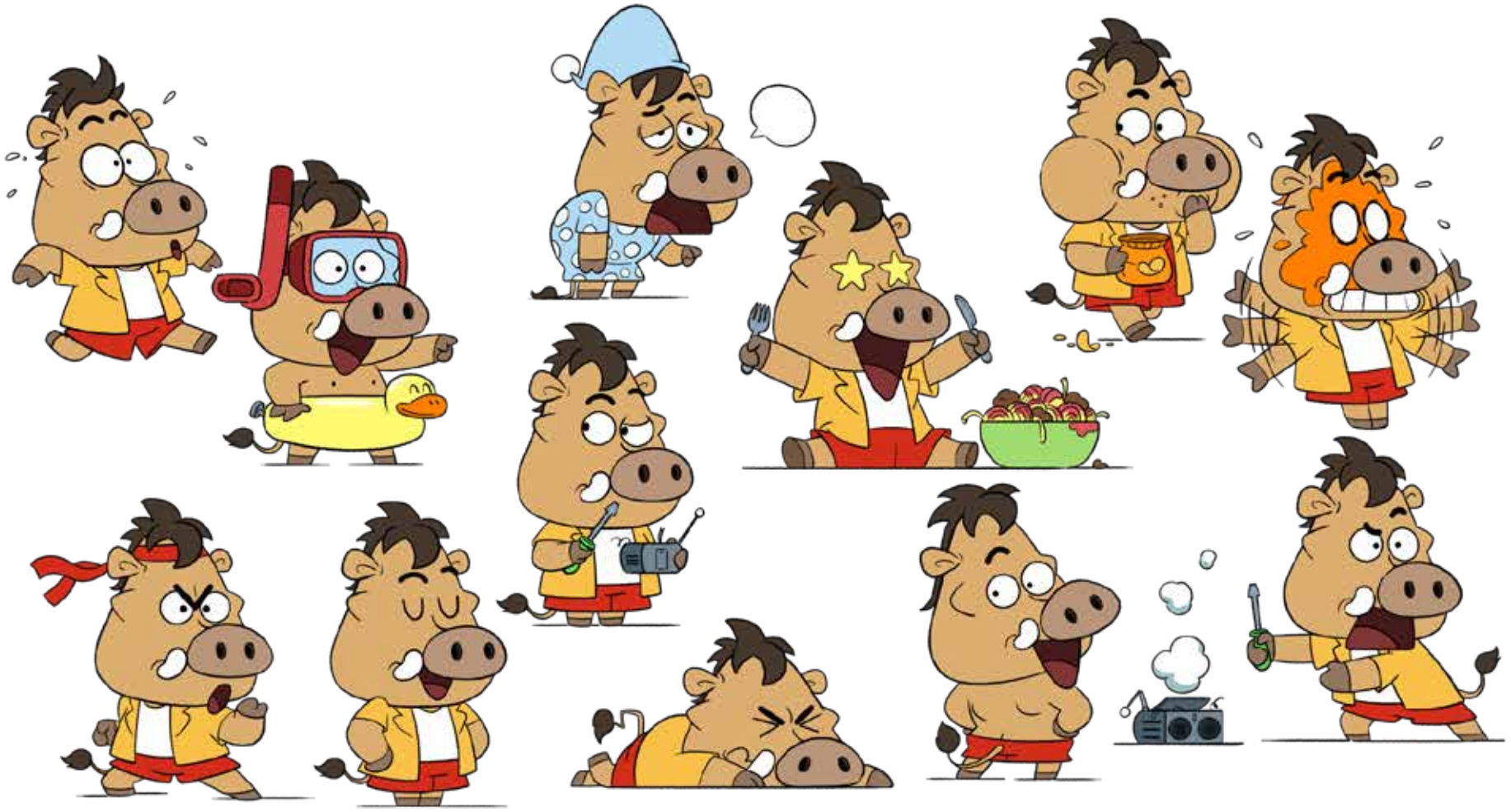
Zonty just loves to invent! And the bigger, faster and more bulked up the better. He's less scientist and more mad-mechanic. Why add a normal engine to a lawn mower, when you can add a car engine? Or a jet engine? Or a rocket to Mars engine?!?!? He is always hammering, twisting, and screwing; taking things apart to see how they work, and then putting them back together to see if he can make them work bigger/stronger/louder/zanier. Sometimes his big ideas don't turn out exactly as planned, but they do come pretty close. Besides, when it's Frido using Zonty's contraptions, it can be hard to tell mechanical defect from operator error.



Zonty works as the gadget guru in the Cherry Town Fix-It Shoppe, when he's not at home with Frido inventing. Bring in any broken gizmo, gadget or electronic and Zonty will have it purring again in no time. Actually, his fixes are usually over the top, so he will have it purring, growling, revving and roaring. It gets a tad out of hand. In both places, he's able to put his love for revving things up to work. Zonty is happy when he has tools in his hands, but he's at his most happy when he has Frido by his side, suggesting even more wildly outrageous plans for his already wildly outrageous blueprints. The two play off each other, nearly finishing each other's sentences, when it comes creating something over-the-top. It's here that their friendship shines (a little less so when Frido then uses the invention for her schemes).

Zonty can be pretty blunt. He likes to say things as he sees them and is the only person in Cherry Town that can push back with Frido. Of course he can; they're best friends.

Zonty's technological knowhow makes him useful in other ways, too. He's often relied upon to fix things in the community. And in a pinch, he can use his quirky contraptions to help out whenever needed.



P.I (Facts/Knowledge)

P.I. is the inquisitive little duck who runs the Cherry Town Museum and Gallery. He's intelligent and scholarly and always has his beak in a book (which is one of the reasons he's always walking into trouble). He can be a bit of a know-it-all, but that's only because he pretty much knows it all. Thanks to his endless studying, he's the only one in town who's fluent in ancient Penguinese and can decipher primitive chicken scratch. He's happiest in his museum, where he's surrounded by cultural curiosities, absurd pieces of art, and lots of visitors to regale with historical trivia only he would know.

Outside the museum, though, he's much less surefooted. P.I. can have a hard time thinking for himself. When asked his opinion, he will quote a book. When no book is available, he will run to his library to find a book to quote. When there is no time to run to a library to find a book to quote, P.I. struggles to know the right answer, even if the answer he is supposed to give is simply his opinion and there is no right or wrong answer. Basically, he can be a bit wobbly when he's dealing with the unknown, which is why he is obsessed with knowledge and facts.

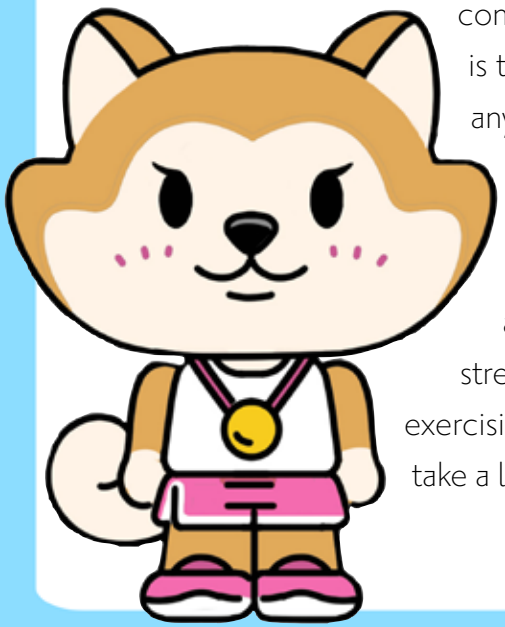
As a person, and especially as a museum curator, P.I. is invested in the truth. So Zing's exaggerations about her lightning-fast speed or Pinky's mis-reporting in her newspaper column drive him absolutely bonkers. The facts are P.I.'s true North.



Speaking of true North, it's worth noting that (outside the museum walls) P.I. has almost no sense of direction and gets lost really easily. And with his nose in a book, he's always walking into walls and tripping over small things, like Haroshee (much to Haroshee's chagrin)! So even though he loves the idea of adventure and discovery in the outside world, he needs a lot of help to see it through. Luckily, Kitty is always there keep P.I. moving. Plus, she thinks it's hilarious to hear him squawk in ancient Penguinese.

Zing (Competition)

Zing, an athletic Akita Inu, is the sports enthusiast. She doesn't just eat, sleep and breathe sports, she dribbles, punts, and triple salchow's them. She feels most at home when she's center field, showing off her skills, and proving why she has a Cherry Town Championship Medal around her waist. She likes to make everything a friendly (and sometimes not-so-friendly) competition, on and off the field. She's the kind of friend who will race you to the snack stand, challenge you to see who can eat the most, and then have a contest to see who can toss their garbage into the bin without missing! But while most sports come to her easily, there is one thing she's not so great at: losing! Not just losing; even the possibility of coming in second place will put Zing into a tizzy. So much so, she may just quit before she even begins. Or worse, consider asking Zonty for a little extra oomph from one of his inventions. A lapse in judgment that Zing will surely feel ashamed of because if there is one thing she hates more than losing, it's cheating. But man oh man, can that competitive streak both bring out the worst in her!



Luckily, Zing can count on her teammate Kitty to remind her that winning isn't everything. Kitty also likes to remind Zing that her competitive nature brings out the best in her, too. Zing is uncannily disciplined. When she's not in the race, she is the world's best cheerleader. Perpetually with her eyes on the prize, Zing is regimented and purposeful, like any champion. Sometimes this can make it hard for Zing to change plans on a dime, but she pushes through her rigidity when her friends need her.

Zing works at the stadium. She coaches, plays and even runs the concession stands. It's a lot of running around, which is what Zing is best at. Physically, Zing is always in motion – never missing an opportunity to stretch, lunge, or do jumping jacks – and is always encouraging her Cherry Town friends to join her in eating right, exercising and staying healthy. Sometimes, she can be a bit pushy, but her heart is absolutely in the right place. It may take a lot of energy to keep up with a friend like Zing, but Kitty's always up to the challenge.



DB (Dramatics)

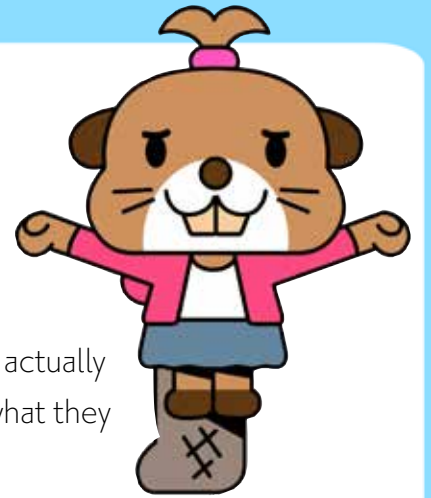
DB may as well be short for Dramatic Brontosaurus. DB lives for the stage. He is always inspired and always ready to take-charge and bring his vision to life. No matter what's going on in town, DB is there to announce, officiate, and organize. He hosts contests, directs plays, and always finds himself at the front of the parade. He's a showman – always moving with flourish and speaking with flair. For DB, all of Cherry Town is his stage, and the people who live there are his audience.

But while he sees himself as a master of ceremonies, he can come off as a bit overly dramatic. Which, considering his big size, can really shake things up. So to get things done, he hands out responsibilities no one really asked for. That said, his plans are often so ridiculously, absurdly, delightful, the friends of Cherry Town rally to help him.

DB works as the Cherry Town event planner. In addition to all things theatre, DB loves a good story. He's incredibly nosy and is probably Pinky's column in The Cherry Town Times biggest fan. Sometimes he can be a bit of a Negative Nancy when something is not his idea, speaking to the impossibility of the task at hand, but that's just part of DB being the Dramatic Bronto that he is. And while DB might be a tad much, you can't deny that DB really knows how to put on a show!



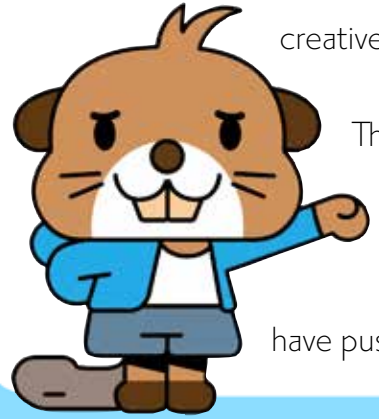
The Beaver Triplets - Timber, Tuck and Tulip (Enthusiasm)



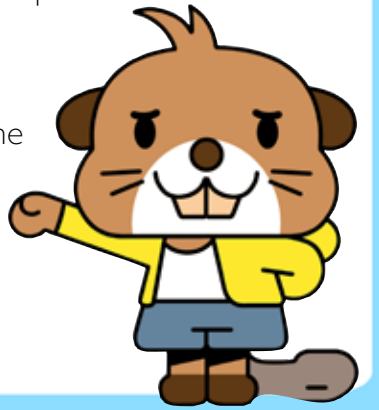
Whenever Kitty hears a crash, a splat, or a cacophony of laughter, she can bet the Beaver Triplets are nearby. At first glance, triplets Timber, Tuck and Tulip look pretty much identical. They have the same toothy smiles, the same colourful styles, and the same frenetic energy that they bring to everything they do. Whether it's painting, building, baking, or performing, the Beaver Triplets are in it 100%. Of course, since there's three of them, it's actually more like 300%. And, to be honest, that can be a little chaotic. They are as messy as they are enthusiastic. So what they lack in attention to detail, they try to make up for with intensity. It doesn't work. But hey - they're trying!

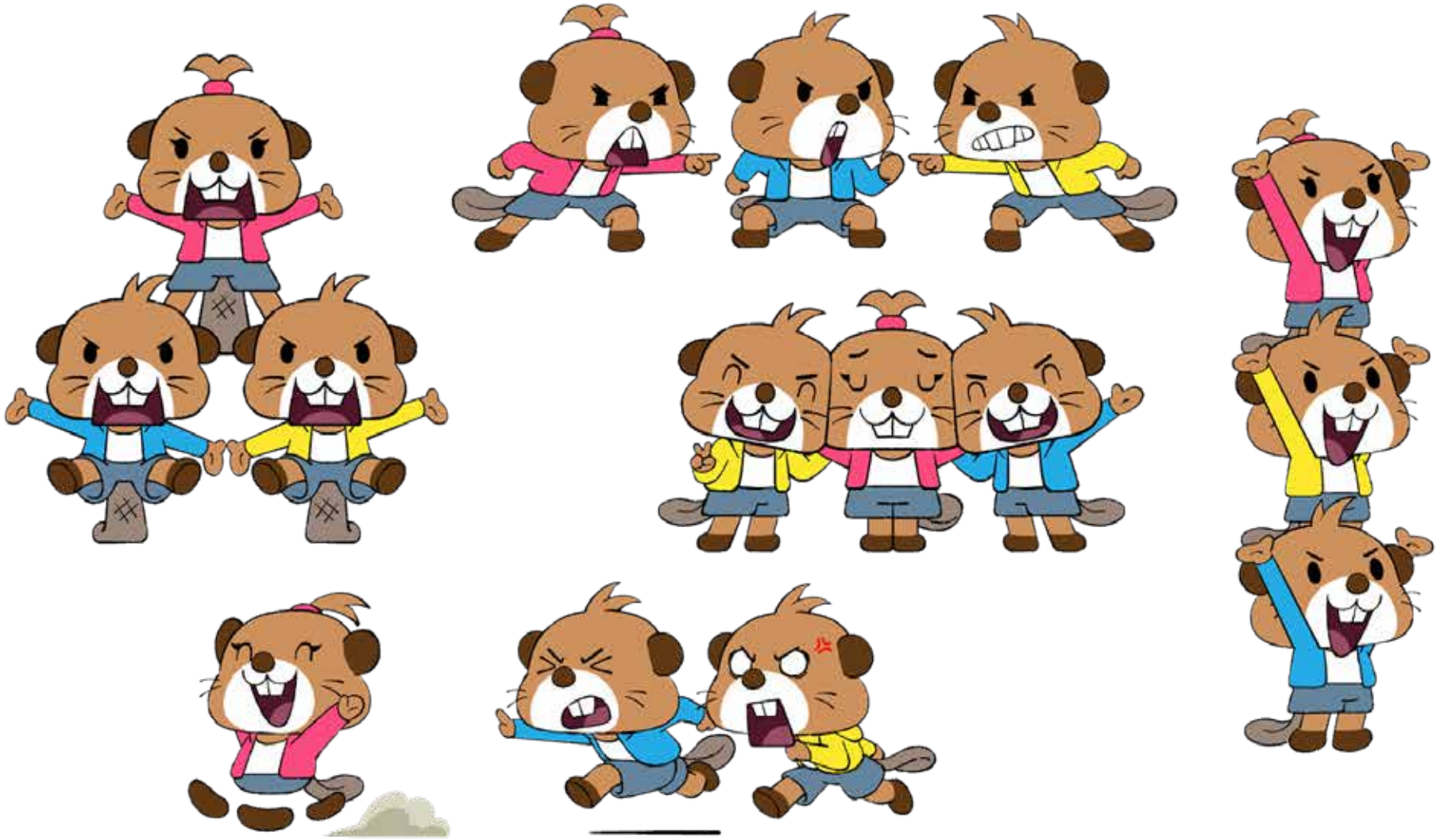
Often the Beaver Triplets work as a singular unit – especially when they are building, beatboxing, tumbling, making art or making trouble. But, when we really get to focus in on the triplets, it is immediately evident that they are three very different beavers.

Tuck, the leader of the group, likes to think of himself as the oldest. Also the tallest, the smartest, the handsomest.... (He's big on being the –est.) Timber however is a big softie. He is sweet and sensitive. If you were ever going to hug a beaver, try to make sure it's Timber. He's big on making things nice and cozy. While Tuck may be all about getting the house built, Timber is about making it a home, complete with huggable throw pillows. (It is worth noting that Timber is on top of the pyramid when they do their acrobatics and will yell, "Tiiiiimberrr" when they fall.) And then there's Tulip – the dreamer – she has big ideas for how things should go. And it's never how you would expect. Why build a traditional house when you can build yourself wings and live in a cloud? Things hardly ever go the way she initially dreams up – mostly because they are far from practical – but she's usually the one who comes up the creative solution to fix the problem – even if it takes her a few zany tries to get there.



The Beaver Triplets work as Cherry Town's fix-it folks. They are the handymen/handywoman everyone uses in town. Wherever the Beaver Triplets go, physical comedy is sure to follow. They have a clumsy, three stooges-y camaraderie that keeps them tripping, slipping, and splashing. But since they're family, they can count on one another to pull them out of whatever mess they may have pushed each other into. They squabble, but they love each other through and through.





Nori (Passion)

Nori fun and playfulness – except for when he's in the kitchen then it's down to business.

Nori runs the food truck in Cherry Town. His smoothies taste like they come straight from the heavens and his cakes may as well have been baked by the gods. Everything he creates tastes that good. But things don't taste that good on accident. Oh no. They get there by hard work, sticking to the recipe and a rigid work ethos.

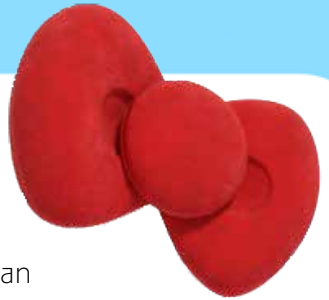
Insistent on his smoothies never losing their smooth cloud-like consistency, Nori demands that the lines outside his food truck move at an orderly and quick pace. Don't know what you want yet? Get to the back of the line! This can be a little intimidating for someone like Pinky, who has a hard time making up her mind, but is a welcomed consistency for someone like Rio who likes knowing exactly what to do and what to expect.

Besides, it's not like Nori's trying to be rude; it's that the integrity of his culinary concoctions are of utmost importance to him. Nori wants his customers to have the most dreamy, delicious experience when they bite down on one of his delicacies – and Nori's got no time for anything that may un-poof his puff cakes or un-froth his frothy frosties! It is this dedication to his food that makes it so darn good.

But, for all of Nori's skill in the kitchen, he can still lose his confidence sometimes. And when he does, oh boy, do we see a different side of Nori! No more barking directions. No more demanding orderly orders. No more menu mastery. He deflates like a poorly whisked meringue.

Lucky for Nori, he has an entire town full of friends who not only love his cooking, but love him, too. So when the cake batter won't rise or the sprinkles won't sparkle, Nori has Kitty and friends to cook up a way to put a smile back on Nori's face. This is no small feat at times – Nori's self-doubt can become its own recipe for disaster. But as the adventure continues, Nori's confidence tends to thicken and rise, just like a good batter.

Then, we are back to old Nori, the slightly cantankerous cook, who shows his love by the effort and integrity he puts into his food. And, since making food is how Nori shares his love with everyone, no one goes without a nice piece of cherry tart for their labors in helping Nori achieve yet another chef triumph.



Badtz-Maru (Fame)

Perhaps everyone wants, at some point, to be a hero, but Badtz-Maru embodies that desire. He wants nothing more than to be the first to discover, the last to escape, and the hero that saves the day. He dreams, obsessively, of fame and fortune. Of his deeds and triumphs being known far and wide throughout the lands. Badtz-Maru can strike an incredible hero-pose. Or, at least, he's working on it.

Just because Bartz-Maru is driven by the idea of libraries dedicated to him (full of books written about his expeditions) and statues erected of him, doesn't mean Badtz-Maru is fully deserving of that just yet. The desire and ambition is there – the execution could still use a little work.

We know Badtz-Maru from the Sanrio universe as being stubborn, mischievous and a bit of a show-off. He still has these qualities. They simply play second to the current task at hand, which is Badtz-Maru's main focus – whether it's discovering a hidden Penguinese temple or uncovering hidden pirate treasure or being the first to summit a frozen ice-cream capped mountain. Badtz-Maru adopts a persona (not too unlike Kitty when she touches her bow, but he just shows up that way) to get the job done. He dresses for the job he wants and fakes it til he makes it. And, with Kitty's help, he usually accomplishes his goal when he visits Cherry Town.



Badtz-Maru doesn't live in Cherry Town, but will swing by fairly often to visit his friends and to take part of another epic adventure that historians will write books about for centuries to come – or, at least he hopes so.

Keroppi (Playfull)

Keroppi loves nothing more than the element of surprise. He loves to visit Cherry Town - and bring his travelling magic show or other masteries of mysteries with him! Keroppi, like Badtz-Maru, doesn't live in Cherry Town, but will come visit often to surprise his friends! He may show up to show off his new skills as a great magician or to help DB throw a surprise party, or to surprise Zing with an extra fan cheering her on across the finish line. Keroppi loves sports and singing so he tries to incorporate those into his surprises as much as possible. No matter the reason for the surprise, Keroppi is full of good spirits, good vibes, good hugs and good intentions.

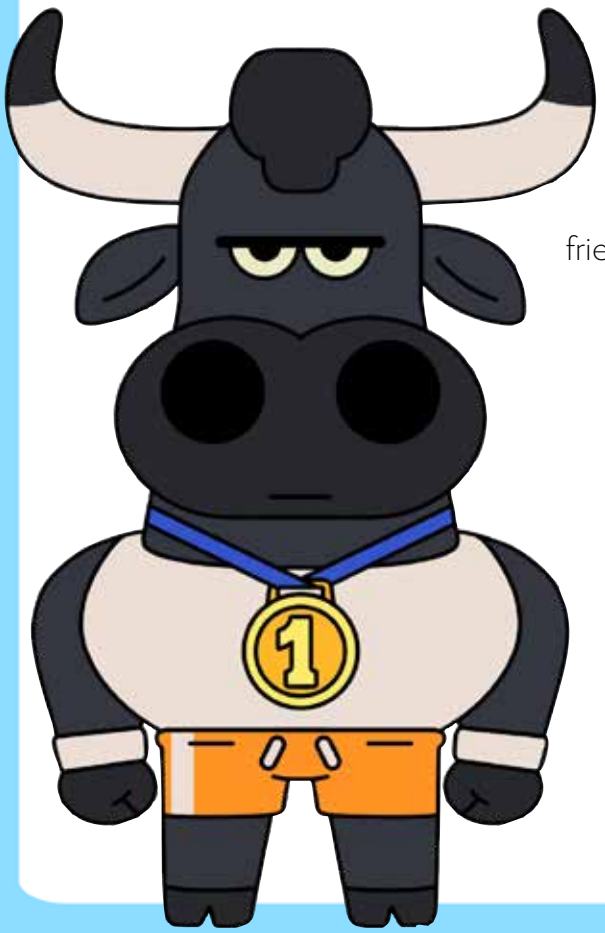
Sometimes his surprises backfire and the one who winds up getting the biggest surprise is, well, Keroppi himself! Like, when he got locked in his own magician's trunk just as he was trying to surprise his audience with a new trick. That's the risk when you live for a good tada moment; sometimes the trick is on you. Luckily, Keroppi has a lot of friends in Cherry Town who will help him through any unexpected hiccups, whoop-de-doos, or oopsie-daisies.

And since Keroppi has a natural disposition that is full of good cheer, everyone gets a good giggle when the problem is all sorted out.



Vastus (Confidence, with a side of Arrogance)

He's a champion athlete (bull) who travels around the world with his dozens of gold medals clanging around his neck. He occasionally comes to Cherry Town as a rival competitor to compete in athletics. (Or, possibly in future episodes following Good Sport, to hang out with Zing since they learned they have so much in common!). He's an incredible athlete! He can even make someone as accomplished as Zing feel insecure! Or did, at least, until they became buds by the end of Good Sport.



What's remarkable about Vastus' character is that he isn't purely in it for the win; he's in it for the race. He genuinely enjoys the competition. He really values when a solid competitor, like Kitty or Zing, forces him to up his game. And while he might spew a lot of tough talk, at the end of the day what Vastus really wants it a buddy to hit the track with. Luckily for Vastus, he'll always have a friend to train alongside in Cherry Town.

The World



The look and feel of this new series mirrors that of Hello Kitty herself. It's friendly and welcoming, colourful and joyful – a charming setting for quirky adventure. Most episodes will take place in Cherry Town. Here you'll find cute suburban streets lined with iconic houses for Kitty and her friends. The downtown area is where Kitty and her friends go to hang out and grab snacks, or participate in big events like music concerts and sports competitions. Sometimes, Kitty and her friends will explore the surroundings of Cherry Town, looking for adventure in the forests, mountains, beaches and beyond! You never know when you might stumble across something unexpected and wonderful, like a tree that drops Cherry Sprinkles atop Cherry Mountain.

Through the forest and over the mountain tops, there is also the ancient Penguinese temples, full of mystery and magic, just waiting to be explored. There is always an adventure waiting nearby for Kitty and her friends!

Language

Hello Kitty employs its playful, upbeat nature through its language. Kittywill often combien words to create enthusiastic dialogue. For example, rather than a snowball being "enormous" or "humungous," the snowball will be described as "hu-normous!" Rather than something being "fantastic" or "fabulous" it's "fan-tabulous!" Kitty will also express her surprise, excitement or worry with the phrase, "Buttons and bows!"

When Kitty embodies a persona, her adorable language will follow. For example, when she is a Chef she may use phrases like "Two teaspoons of love and a dash of happiness." She will also use appropriate terminology (2 cups of berries, I teaspoon of milk) while cooking. Finding ways to incorporate cute and specific terminology should accompany every persona.

Songs

Kitty will sing a song in every Pop Star Kitty episode.
Other episodes may include an original song sung by Kitty and a friend, but it will play under the action of a montage, rather than watching them sing. These songs will only play in applicable episodes when the action lends itself to an original underscore.

Transitions

Hello Kitty has a transition image to be used once or twice an episode. It features a winking Kitty surrounded by her potential costumes/personas.
Also, as noted earlier, every costume/persona transition will be accompanied with a rhyme that will always begin with, "Here to help you find your smile! Same best friend, brand new style!..." Below are the approved rhymes corresponding to each outfit:



Pop Star Kitty:
Here to help you find your smile! Same best friend, brand new style! I'm center stage with a catchy ditty. So sing along with Pop Star Kitty!



Chef Kitty:
Here to help you find your smile! Same best friend, brand new style! Whipping up treats so sweet, so pretty. Let's get cooking with me, Chef Kitty!



Detective Kitty:
Here to help you find your smile! Same best friend, brand new style! Who hunts for clues, big or itty bitty? No mystery, it's Detective Kitty!



Athlete Kitty:
Here to help you find your smile! Same best friend, brand new style! Here to play and tough to beat! Hello Kitty- Champion Athlete!



Explorer Kitty:

Here to help you find your smile! Same best friend, brand new style! A fearless hero – brave and gritty! Adventure awaits! With Explorer Kitty!



Construction Kitty:

Here to help you find your smile! Same best friend, brand new style! Building itemss big and strong! Call Construction Kitty when things go wrong!



Artist Kitty:

Here to help you find your smile! Same best friend, brand new style! Painting, sculpting, glitter and glue! Artist Kitty creates with you!

Finally, when the problem is solved, Kitty and Haroshee will do a little dance and Kitty will transition back into her normal clothes. This last transition will be accompanied with the catch line: *Hooray, yippee, buttons and bows! My favorite smile is the kind that grows!*

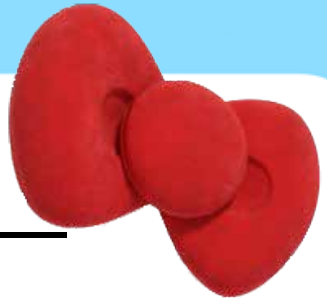
Magic

There is magic in our world, but it doesn't come from inside Cherry Town. Magic is only brought into Cherry Town via the Ancient Penguinese. Access to magic can either be found/conjured by taking a trip up the mountain into the ancient temples or may be accessed in town from objects that have already been acquired. P.I. may have access to magical artifacts in the museum, Badtz Maru may bring a new magical relic into Cherry Town from a recent visit to the temple, or perhaps those gemstones Haroshee acquired in "Total Explorer" really have magical qualities!



The magic coming from the Ancient Penguinese should not overlap in any way with Zonty's contraptions. While Zonty can make blasters that grow or shrink or power up or power down, the Penguinese magic is quieter and work more like curses, incantations and spells. A charmed charm bracelet that cannot unclasp without the proper incantation may make you repeat everything someone says. Spilling water on the Penguinese sundial may make you live the day in reverse or over again like Groundhog's Day, and saying "Penguin" backwards three times (Niugnep! Niugnep! Niugnep!) makes it opposite day for a full 24 hours! The magic is small, grounded, often only impacts one character and can be undone entirely by the end of the episode.

Stories



In Hello Kitty, every story seeks to find the outrageous adventure in an emotional dilemma. For example, a shy friend who's afraid to be seen is literally shrunk to microscopic size. Or a friend who's scared of losing finds herself competing in an Olympic event. Relatable fears, feelings, and emotional conflicts are blown up into epic (and epically offbeat) proportions, creating delightful and unpredictable action adventure storylines. As the hero, it's up to Kitty to help a friend (or herself) overcome both real and emotional obstacles with high stakes heroics, spunky spirit, and lots of laughs.

Episode breakdown

1. Every episode begins with Kitty (most often with her bestiest best pal, Haroshee) enjoying the beautiful day in Cherry Town when she comes across a friend in need! (Note: it will always be Kitty's determination to help the friend in need that propels our story forward.)

2. Kitty's bow will wiggle, glitter and glow, alerting her to the fact that her friend needs help. After learning more about the problem at hand, Kitty touches her bow and transforms into one of her costumed personas – the persona that will most assist her in helping her friend and saving the day.

3. As new X-Kitty, Kitty, will take her pal in a predicament and take charge in solving the problem.



4. Saving the day, of course, is never as easy in the end as it may seem in the beginning. Though Kitty's positive spirit is never deterred through the failed attempts to help her friend, the problem does tend to escalate and snowball. Like, into a giant snowball taking out the whole town – *oh no!*

5. Kitty will jump into action to stop this ultimate threat to Cherry Town cheeriness. Usually just before or at the same time that the friend learns the ultimate emotional lesson.

6. The friend has learned what they needed to learn to not get themselves into such a pickle again.

7. Kitty and Haroshee do a little celebratory dance and Kitty transforms back into her normal clothes.

8. We wrap it up with a small scene, the world of Cherry Town once again restored, peaceful and happy, just as Kitty likes it best.

*There are some ways to play within the structure. Perhaps Kitty doesn't always have the answer. Perhaps Kitty is the one in need of help. When pitching ideas, we are open to hearing ideas that stray from the structure above.

Future episode



Mini Kitty

Outfit : Pop Star
Key Character : Rio
Theme : Overcoming fears

The Sing Out Cherry Town competition is happening today, and everyone in town is excited to enter! Well, almost everyone. Kitty's duet partner, Rio, is feeling too shy to go onstage. Kitty transforms into **Pop Star Kitty** to help her friend find his voice, but it won't be easy! Frido, determined to win the competition herself, uses one of Zonty's gadgets to shrink Kitty and Rio. Now while Rio searches for his confidence, Kitty has to find a way to get across town and win the competition.

Badtz-Maru Total Explorer

Outfit : Explorer
Key Character : Badtz-Maru
Theme : Selfish vs selfless

When special guest star Badtz-Maru comes to Cherry Town, Kitty knows she's in for an adventure! Today, this fame-seeking treasure-hunter is teaming up with museum operator P.I. to find ancient Penguinese artifacts. But while Badtz-Maru has the determination, and P.I. has the expertise, neither has the good sense to go anywhere without getting hopelessly lost. Kitty transforms into her intrepid **Explorer Kitty** to help her bumbling buddies find their way through perilous Penguinese pitfalls. But when Badtz-Maru's quest for fame and fortune takes a selfish turn, Kitty has to save her friend from himself before they're all trapped in a Penguin temple forever.

Good Sport

Outfit : Athlete
Key Character : Zing
Theme : Believe in yourself



Zing is the undisputed champion of Cherry Town – and she has the shiny gold medal to prove it. But when another top athlete by the name of Vastus challenges Zing to a competition, she gets a sinking feeling she might lose her medal altogether. Overcome with doubt, Zing fakes an injury to get out of the competition. Now it's up to Kitty, in super **Athlete Kitty**, to defend Zing's medal and show her friend that winning isn't everything.

Disappearing Act

Outfit : Detective
Key Character : Keroppi / Pinky
Theme : Jumping to conclusions

Kitty and Haroshee are helping Keroppi. set up for his big magic show when Pinky comes along. She loves magic and wonders if Keroppi. will give her a preview. Keroppi says he would love to... just as soon as he finds his wand. He swears he had it a second ago. But while Kitty, Haroshee, and Pinky have their backs turned, Keroppi gets started by a pigeon, trips over his own feet, and falls into his trunk – hopelessly locked inside. Meanwhile, Kitty finds his wand but says a few magic words before trying to return it. When the friends see Keroppi. is gone, and a pigeon is there in his place, Pinky becomes convinced that Kitty magically turned Keroppi into a pigeon! Kitty thinks Pinky might be jumping to conclusions – surely there's a not-so-magical reason for Keroppi's disappearance. So she transforms into **Detective Kitty** to help solve the mystery of the missing magician.

Pinky's HushHush Surprise

Outfit: Artist
Key Character: Pinky
Theme: Keeping your word

When Pinky is told a secret surprise and must keep it hush-hush for the whole day, Kitty promises to help stop Pinky from spilling the beans. Pinky is a good friend, but a good secret surprise keeper she is not! Kitty says they just need to distract Pinky from the surprise and asks Pinky what she will typically do to distract herself when she is feeling stressed out. Pinky says she usually does art work, and in general anything sparkly will do the trick. With that, Kitty turns into **Artist Kitty**. Kitty leads Pinky through a bunch of different styles of art, but Pinky keeps using the art to nearly expose the surprise! Can Artist Kitty find the right design to keep Pinky's surprise hush-hush?



Backgrounds













